

Pretty. Nice. Delicious. etc.



Booth Enhancement, Customer Service, Nutritious Recipes, Promotional Tips

Lisa Dearden, A.A.S., Hort.  
Owner/Manager – ChiknEGG Productinos, LLC  
Executive Director – RVAg, Inc.

# What We'll Cover, Part 1

- Farmers Market Importance
- Farmers Market Consumer
- Basic Booth Enhancement
- Display Delight





# Farmers Market



# Importance

# Economic Development

**On average, area  
businesses in different  
cities across the US saw  
\$19,900 to \$15M more in  
sales per year due to  
nearby farmers markets.**



USDA 2012



## Farmer Income Booster

**In US, Farmers markets  
are one reason sales of  
local and regional  
foods grew to  
\$11 billion in 2011.**



USDA 2012

# USDA FMM Survey 1,292 responses (2006)

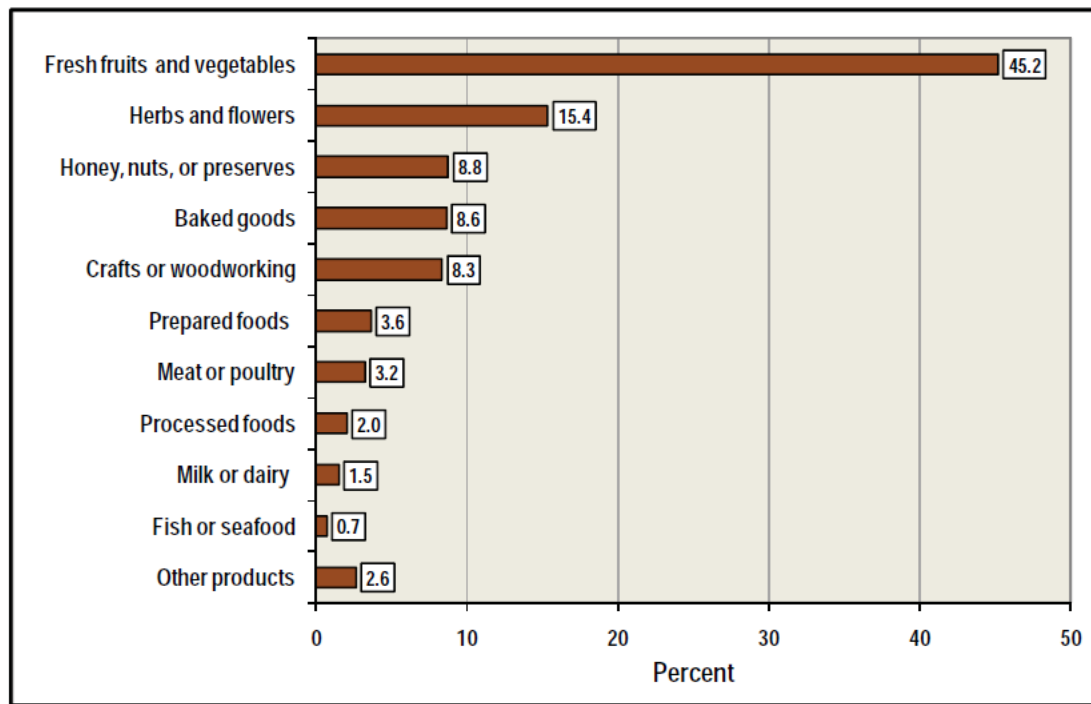
Table 6. Average monthly sales per vendor, by number of vendors

	Number of vendors per market				
	All	2-9	10-19	20-39	40 or more
Monthly sales per vendor (all markets)					
Mean	\$1,070	\$1,517	\$951	\$803	\$1,010
Median	\$468	\$500	\$391	\$325	\$750
Customers per week	959	80	371	572	2,818

**Median**-place the numbers you are given in value order and find the middle number.

# USDA FMM Survey 1,292 responses (2006)

Figure 19. Percentage of U.S. vendors selling selected products at farmers markets







## Health & Wellness

**Families with access to  
farmers markets ate, on  
average 1.4 more servings  
of fruits and vegetables  
than those without access  
to a farmers market.**



USDA 2012

# Virginia is in “Top 10”

- 249 markets operating (#9)
- California-764
- New York-638
- Michigan-339



Paitzel, 2014

# Farmers Market



# Consumer



# Who Buys? n=758

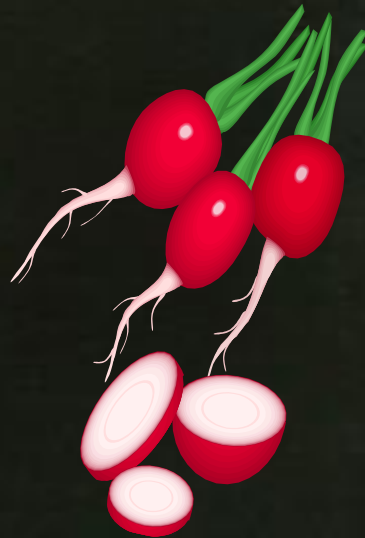
- “Enjoy cooking very much”
- Already shop at health food stores
- Already buy organic foods
- Gardeners
- More than 1 adult in home



Zepeda & Li, 2006

# Why Do People Buy?

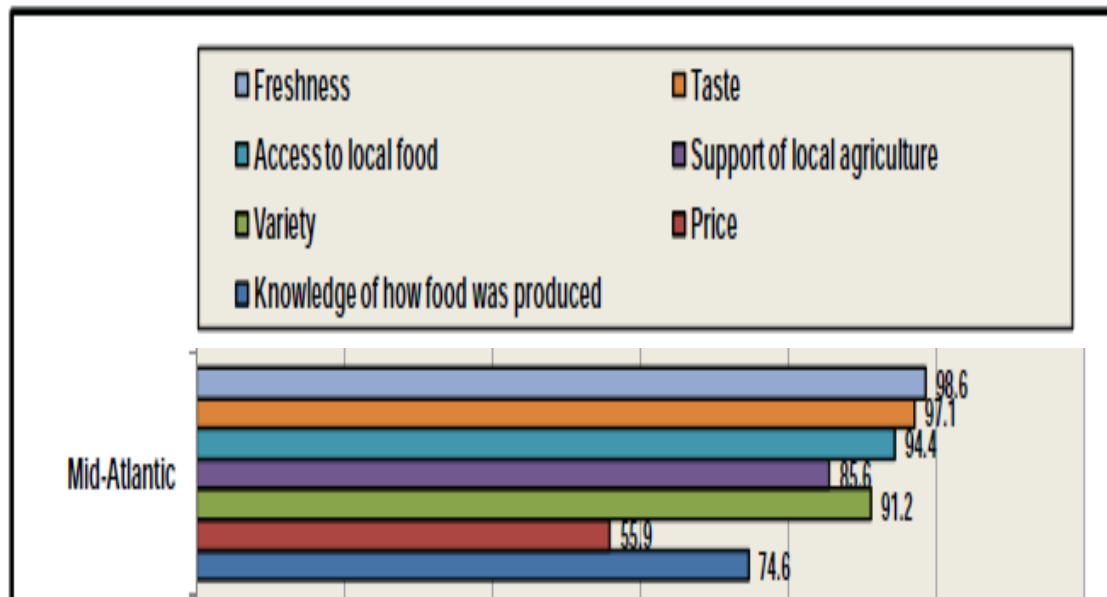
- Fresh Food Perception
- Support Local Farmers
- Food with a Face



Zepeda & Li, 2006

# USDA FMM Survey 1,292 responses (2006)

Figure 25. Top ranked attributes of customers who shopped at farmers markets, by region





# What Local Foods are Popular?

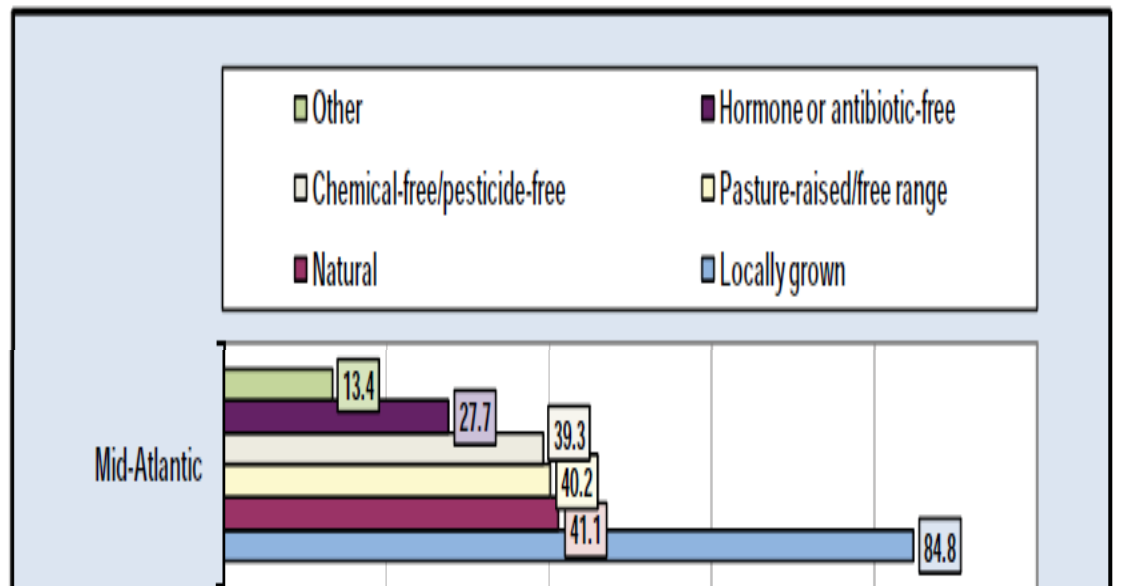
- Meats & Seafood
- Produce
- Beer, wines, spirits
- Dairy



National Restaurant Association, 2015

# USDA FMM Survey 1,292 responses (2006)

Figure 24. Farmers markets that sold specially labeled products (other than organic), by product type and region



# **Make it Pretty.**

## **Basic Booth Enhancement**





# Seeing from a customer's eyes



- **Do you know** what a customer sees when they look at your stand?
- **Do you care** if you lose a customer?
- **How many customers can you afford to lose?**

# What makes your booth special?

Every week, hundreds of people may walk by your tent.

Ask yourself, what makes them stop, or not stop at my tent to buy?



Photo Credit: [http://www.loudounfarms.org/images/pages/N96/DSC\\_0021a.JPG](http://www.loudounfarms.org/images/pages/N96/DSC_0021a.JPG)



# Successful Self-Awareness

- Display Basics
- Take a Picture
- Going Deeper





# Market Display Basics

- Shelter
- Flow
- Signage
- The 3 Dimensions
- Color & Abundance



# Shelter

- **Weather Protection**
- **Welcoming**
- **Easy to I.D.**





## Your Farm Banner

Photo Credit: [http://farm4.static.flickr.com/3147/2761690170\\_182b17bcf2.jpg](http://farm4.static.flickr.com/3147/2761690170_182b17bcf2.jpg)



**Search: EZ Up Tent**



# Flow

- ✓ **Begin w/ Bags**
- ✓ **Register at End**
- ✓ **Face Customers**



# Thistledowne Farm







# Signage

- Read from 3-5' away
- Education & Price
- Secure & Durable
- Farm Sign







3/10

1.05/lb

1.50/lb











# SUGAR-Sweet STRAWBERRIES


# 10.50  
A FLAT  
(6 PINTS)

---  
# 1.90 A PINT  
TAX







A photograph of a wicker basket filled with bread, with a handwritten sign in front of it. The sign reads: "We Grow Our Grains", "We Grind our Flour", "We bake your Bread". The bread is wrapped in clear plastic bags, some with labels. The basket is made of light-colored wicker. The background is a plain, light-colored surface.

We Grow Our  
Grains  
We Grind our  
Flour  
We bake your  
Bread



Big Al says Spring  
has sprung at  
Three Way Farm Warsaw, IN  
Spring Onions \$2.50/bunch  
Spinach \$3.50/lb.  
Kale, Collards, Mustard \$1.25/lb  
Baby Arugula \$3.00/bag  
Cilantro \$2.50/bunch  
Elephant Garlic \$3.00/pint  
Asparagus \$5.50/lb.

AMY'S GARDEN  
USDA Certified Organic!  
Sungold cherry tomatoes \$4  
heirloom TOMATOES \$3 LB  
heirloom ORGANIC Blackberries \$5  
eggplant \$3.00  
The last Swiss Chard! \$3  
MELONS! \$2 to \$3 depends on size  
ZEPHYR SQUASH! \$2 LB  
Yes! We have Cucumbers 75¢ ea.  
ASK ABOUT OUR BARGAIN BOX!  
Sungolds \$4  
Juliet \$5  
Mixed water box \$5





**Chalkboard Signage is preferred over white board in local food marketing trends**



# Farm name Signage (Brand)









# just harvested....

Strawberries \$3 each  
Kale \$2/bunch  
Beets w/greens \$2/bunch  
Turnips w/greens \$2/bunch  
Bok Choy \$1 each  
Radishes \$1 for 3 or bunch  
Arugula \$1/bunch  
Cilantro \$1/bunch  
Lettuce \$1 each

pesticide-free, local  
© VSU Randolph Farm  
grown by College of Ag  
STUDENTS

immunity building  
**TURNIPS**  
\$2 per bunch  
inflammation immune response  
diindolylmethane

"BITE ME"  
RADISHES  
spunky, zesty  
\$1 for 3 or bunch  
grown by VSU

SOUTHSIDE  
Berry Growers  
STRAWBERRIES  
1.5 lb  
\$3.99



sugar sweet  
Strawberries  
local grown

Just Picked for you!

\$3 each

high in Vitamin C, K, fiber,  
folate, magnesium, potassium

**SOUTHSIDE**  
Betty Growers  
Virginia Grown  
STRAWBERRIES  
Produce of USA  
Broomfield Farm  
Martinsburg, VA

**SOUTHSIDE**  
Betty Growers  
Virginia Grown  
STRAWBERRIES  
Produce of USA  
Broomfield Farm  
Martinsburg, VA

I'm Sp  
PEPPER  
ARU  
\$1  
high in  
A, C,  
zenan  
eat n  
ro





# Superfood

2X more antioxidants than any other leafy green  
**KALE**  
1 serving = 8X RDA Vitamin K  
= 2X RDA Vitamin A

\$2 per bunch

high in lutein, zeaxanthin (eyes)  
& sulforaphane (anti-cancer)  
Vitamin C, fiber, folate  
calcium



BOIL, ROAST, JUICE  
Beets & Greens

fiber folate B6 E  
\$2 per bunch  
anti-inflammation  
betalain



I'm spicy like PEPPER!!!  
**ARUGULA**  
\$1 per bunch

high in Vitamins A, C, K, lutein, zeaxanthin.  
eat me 1-2X per day. Thanks.



Bok Choy  
Chinese Cabbage

Good  
in  
skin  
fry

\$/each

high in Vitamin C, B6  
iron, calcium, A & K  
Crispy. Crunchy



# Three Dimension Display

- Think Levels



- Shop from the Hip



- 3' Reach Comfort







**Add Interest with Different Levels**

**Customers shop from the Hip Up**



























# BLUE HERON FARMS



Photo Credit: [http://static.open.salon.com/files/farmers\\_market\\_71249994358.jpg](http://static.open.salon.com/files/farmers_market_71249994358.jpg)

# Color Basics

- ✓ Mood Enhancing
- ✓ Mix Colors
- ✓ Yellow in front







Green Beans  
2nd lb

Ball Zucchini  
1 lb

Fresh Broad beans

UNIT PRICE \$  
TOTAL PRICE \$5.50

How  
ars  
See  
lb 7.00  
lb 10.00  
lb 15.00







# **Sense of Abundance**

✓ **Various Size Containers**

✓ **Keep Full Looking**



✓ **Re-Stock & Re-Arrange**



# Container Recommendations

- Waterproof Baskets
- Clean and Dry
- Different Sizes
- Dark for light produce
- Light for dark produce









FileEditViewHistoryBookmarksToolsHelp

H Synthetic Wicker Baskets - ...


73.html;pgid=mqt1nxXlJJSR0Ebg7QWweKM0000YAMs0pKQ;sid=Eqv-BFT79NT-BAHONR6MJExXtTn2KsKBABg=

Search


☆📁⬇️🏠☰

Most VisitedGetting Started

**HUBERT®**



Questions? Contact Us!  
**1.866.482.4357**  
Mon-Fri 7am-8pm EST



Live Chat

Quick Order Form | Request Catalog | Contact Us | About Us

Shop all Departments ▾

Product Name / Stock No.

Search

Sale & Featured Products ▾

Sign in Your Account ▾

0 Items Cart ▾

**Display Baskets**

**Synthetic Wicker Baskets**

**Material**

Plastic (323)

Polypropylene (13)

Natural (11)

Wire (5)

Wood (4)

Show all

**Color**

Black (111)

Natural (82)


Green (44)

Home > Countertop Merchandising > Display Baskets > Synthetic Wicker Baskets

**Synthetic Wicker Baskets**


Showing 1 - 24 of 357 Products

[1] 2 3 4 5 6 7 8 9 10 11 ... 15 »




**\$19.09**

Black Large Wicker Storage Baskets without Handles 18"L x 12"W x 2 1/2"D




**\$45.39**

Baguette Display Basket Synthetic 18"Dia x 15"H



**\$73.49**

Baguette Display Basket Synthetic




**SELECTION**







Let's Chat

Need Quote

▬



my experience...



8:44 AM

5/8/2015

























Photo Credit: <http://www.blogcdn.com/www.slashfood.com/media/2009/09/farmers-market-425mb091609.jpg>





**Display  
Delight**



# Logo Ideas

- **Google Images SEARCH: (Type In)**
  - **Farmers market display**
  - **Product name display (i.e. “Soap display”)**
  - **Farmers market booth display**



# Google Search



Farmers market booth display



Sign in

Web

**Images**

Shopping

News

Videos

More ▾

Search tools

Safe Search ▾



480 x 360 - wholesale.whisperingwillow.net







# **“Other” Displays**





Photo Credit: <https://s-media-cache-ak0.pinimg.com/236x/48/20/f5/4820f5494d23e0d7561b9fd93fedc9b9.jpg>





Photo Credit: <https://s-media-cache-ak0.pinimg.com/originals/cc/e3/f6/cce3f6d06e06c695b10d6afef2147243.jpg>





Photo Credit: <http://www.soapqueen.com/wp-content/uploads/2013/05/Winning-Photo.jpg>





Photo Credit: [http://www.soulsretailview.co.uk/wp-content/uploads/2013/05/tesco\\_extra\\_trinity\\_square\\_gateshead\\_pre\\_opening\\_fresh\\_bread\\_display\\_20130517\\_graham\\_soult2.jpg](http://www.soulsretailview.co.uk/wp-content/uploads/2013/05/tesco_extra_trinity_square_gateshead_pre_opening_fresh_bread_display_20130517_graham_soult2.jpg)





Photo Credit: <http://www.cakesmiths.com/image/data/photo.JPG>





Photo Credit: <https://foodfollower.files.wordpress.com/2012/09/dsc03595.jpg>





Photo Credit: <https://s-media-cache-ak0.pinimg.com/236x/71/b0/29/71b029fbaf47813c2eacc8a7c2f54699.jpg>





Photo Credit: <http://www.thelocalbeet.com/wp-content/uploads/2013/07/Peoria-Heights-10.jpg>









Photo Credit: <https://ballardfarmersmarket.files.wordpress.com/2013/06/tallgrassbread.jpg?w=450&h=214>





Photo Credit: [http://www.jbrothersandcompany.com/yahoo\\_site\\_admin/assets/images/rustic-wood-crate-display-coffee-muffin-baking-mixes-.200200349\\_large.jpg](http://www.jbrothersandcompany.com/yahoo_site_admin/assets/images/rustic-wood-crate-display-coffee-muffin-baking-mixes-.200200349_large.jpg)





Photo Credit: <http://evergreenevents.library.jhu.edu/files/2014/07/Rustic-Whiskey-Barrel-Bar-Baltimore-Wedding-Reception1.jpg>





Photo Credit: <https://convictstock.files.wordpress.com/2011/05/windsor-markets-040-small.jpg>





Photo Credit: <http://www.bakingfix.com/thefix/wp-content/uploads/2014/06/4-complementary-PickleDisplay.jpg>





Photo Credit: <http://ww2.kqed.org/bayareabites/wp-content/uploads/sites/24/2013/05/HomeFarm-Eggs1000.jpg>





Photo Credit: <http://thetomatoknife.com/wp-content/uploads/2010/07/duck-eggs.jpg>





Photo Credit: <https://cdn2.content.compendiumblog.com/uploads/user/6c86496a-d2a8-4f2a-b98d-8a81d9a8324d/89c07cc9-fef3-4eb2-8800-505efae5fcce/Image/a7fcf41ccc8107364367268fb915ccf8/4bcbde15d73b02eba69b76a8a2c25718.jpeg>





**Saddle Road Farms**  
DANVILLE, VIRGINIA

[WWW.SADDLEROADFARMS.COM](http://WWW.SADDLEROADFARMS.COM)

**SECTIONED RABBIT MEAT**  
**\$6.99 per pound**

**BUY  
LOCAL.**



Our rabbits are raised in a stress-free environment and are fed the best organic feed available. We raise the "New Zealand White" breed, the #1 rabbit meat choice for chefs worldwide.





Photo Credit: [https://athomebysteveposes.files.wordpress.com/2010/08/img\\_8189.jpg](https://athomebysteveposes.files.wordpress.com/2010/08/img_8189.jpg)









Photo Credit: <http://www.rivercountysoap.com/blog/wp-content/uploads/2009/06/dscf1529.JPG>





Photo Credit: <http://veganamericanprincess.com/wp-content/uploads/2013/04/images-12.jpeg>





Photo Credit: [http://oldmillroad.com.au/wp-content/uploads/2012/11/Queen\\_st\\_growers-652x489.jpg](http://oldmillroad.com.au/wp-content/uploads/2012/11/Queen_st_growers-652x489.jpg)





Photo Credit: <https://beezelbarb.files.wordpress.com/2012/07/farmers-market-truck-eugene.jpg>




# You are on display

- Smile
- Look Involved
- Tidy Up Stand
- Be Friendly
- Be Branded
- Know Products
- Be a Teacher



Photo Credit: <http://www.buylocalfood.com/Newsletter/2008/May08News/FarmersMarket2.jpg>





**Let's Take  
10-Minute  
Break**



# What We'll Cover, Part 2

- Essential Customer Service
- Nutrition Education with Recipes
- Marketing
- Payment Processing





# Be Very Nice.



## Essential Customer Service





## Voice of the customer

- “I can’t see what you have”
- “You ran out of what I want”
- “Please pay attention to me”





# Voice of “lost” customer

- “It isn’t worth checking out further”
- “I can find it from another vendor”
- “I will take my money elsewhere”
- Tattle Tale x 10 for bad experiences



# Why customers leave

- 1% die
- 3% move
- 5% form other friendships
- 9% leave for competitive reasons
- 14% product or service dissatisfaction
- 68% attitude of indifference toward customer by an employee





# **The Value of Customer Service**

**Customers who have an excellent past sales experience will spend 140% more than a customer who had a poor experience.**

Kriss, P. (2014). *The value of customer experience, quantified*. Harvard Business Review. Retrieved from: <https://hbr.org/2014/08/the-value-of-customer-experience-quantified>



# What sells...

**Friendliness:** greet customers, smile, say "hello" and "How are you today?", announce specials

**Neat appearance:** wear clean clothes, consider logo-inscribed Ts and hats

**Reliability:** start on time, keep regular hours, have plenty of product

**Samples:** offer tastes of new or in-season products

**Special services:** carry out purchases, give something extra to regular customers

**Ready supply of bags**

**Organized, well-stocked display:** use signs; set consistent prices

**Information:** pass out recipes, farm brochure, harvest calendar





# and What Doesn't...

**Unreliability:**  
late starts, irregular  
hours, running out  
of product



**Inattention:**  
sitting, talking on  
the phone



**Unreliable scale**  
placed behind  
the stand

**Unkempt appearance:**  
poor grooming,  
dirty clothes



**Disorganized,  
poorly stocked display:**  
illegible signs, prices not  
marked clearly



**Lack of farm  
identity and  
information**

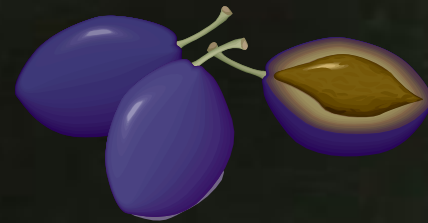
**Poor people skills:**  
failing to greet customers

**Shopping problems:**  
difficult navigation,  
lack of bags



# **“Take a Picture” Exercise**

- **Set up your market stand early**
- **Using camera take pictures from:**
  - **All spots that a customer may be able to see**
  - **Entire store front display**
  - **Cash area**
  - **Back of stand, what a customer may see behind store front**





# Self-Reflection & Improvement

- Put all your pictures on a big board with pins
- Ask yourself “Would I enjoy shopping here?”
- Start making the changes customers will notice



# Give Delicious Recipes.

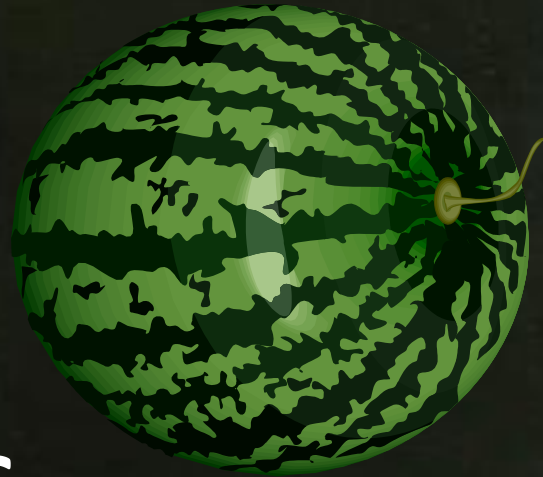


**Promoting Nutrition through Recipes**



# Customer Trends for Recipes

- Local Foods
- Clean Eating
- Food Allergies



# EWG's 2015 Shopper's Guide to Pesticides in Produce™

<http://www.ewg.org/foodnews/>

## © EWG'S 2015 **Clean** FIFTEEN™ Shopper's Guide to Pesticides in Produce™

ASPARAGUS  
AVOCADOS  
CABBAGE  
CANTALOUPE  
CAULIFLOWER  
EGGPLANT  
GRAPEFRUIT  
KIWI

MANGOES  
ONIONS  
PAPAYAS  
PINEAPPLES  
SWEET CORN  
SWEET PEAS (FROZEN)  
SWEET POTATOES




## © EWG'S 2015 **Dirty** DOZEN™ Shopper's Guide to Pesticides in Produce™

APPLES  
CELERY  
CHERRY TOMATOES  
CUCUMBERS  
GRAPES  
NECTARINES  
PEACHES  
POTATOES  
SNAP PEAS  
SPINACH  
STRAWBERRIES  
SWEET BELL PEPPERS

⊕  
HOT PEPPERS &  
KALE/COLLARD GREENS



## Types of Recipes to Share

- 5 Fruits & Veggies/Day 
- 5 Ingredients or Less 
- Fast Preparation (<30 min)

# For Juice, Any Produce Works!



## Harvest Juice

1 sweet potato  
2 apples  
2 medium  
carrots  
1 inch ginger  
1 inch turmeric

## Green Dream Juice

1 cup spinach  
6 kale or collard  
leaves  
2 apples  
1 lemon

## ABC Juice

2 apples  
2 beets with  
tops  
4 carrots

## Restore Juice

1 lemon  
2 apples  
2 carrots  
1 inch ginger  
1 inch turmeric

Juice cleansing with vegetables and fruits is a popular remedy for detoxification of environmental pollutants and poor dietary choices, as well aiding constipation (Crocker, 2008).



# http://recipefinder.nal.usda.gov/

The screenshot shows a web browser window with the USDA Recipe Finder interface. The browser's address bar displays the URL: [www.whatscooking.fns.usda.gov/search/solr-results/im\\_field\\_term\\_program/supplemental-nutrition-assistance-1](http://www.whatscooking.fns.usda.gov/search/solr-results/im_field_term_program/supplemental-nutrition-assistance-1). The page features a sidebar on the left with navigation links and a main content area on the right displaying recipe details.

**Left Sidebar:**

- (56)
- ☐ Side Dishes (217)
- ☐ Snacks (148)
- ☐ Sandwiches (0)
- ☐ Soups & Stews (66)
- Nutrition Focus - Food Groups**
- ☐ Eat more fruits and vegetables (223)
- ☐ Eat more whole grains (86)
- ☐ Go lean with protein (52)
- ☐ Eat more seafood (10)
- ☐ Switch to fat-free or low-fat dairy (40)
- Nutrition Focus - Nutrients**
- ☐ Reduce sodium (270)

**Main Content Area:**

**5 A Day Bulgur Wheat**  
+ Add to My Cookbook

Rating: ★★★★★  
Serving Cost: \$0.45  
Total Cost: \$3.62  
Makes: 8 servings

**5 A Day Salad**  
+ Add to My Cookbook

Rating: ★★★★★  
Serving Cost: \$1.48  
Total Cost: \$5.91  
Makes: 4 servings

The Windows taskbar at the bottom shows the time as 3:46 AM on 4/17/2015, along with various application icons and system tray icons.

# www.choosemyplate.gov

USDA ChooseMyPlate.gov  
United States Department of Agriculture

MyPlate Weight & Calories Physical Activity SuperTracker & Other Tools Printable Materials Healthy Eating

About Us Ask the Expert News Contact Us

Site Map Advanced Search Help Search Tips

Home > Healthy Eating on a Budget > Prepare Healthy Meals

Stay Connected: Facebook Twitter YouTube Email RSS

## Healthy Eating on a Budget

### Prepare Healthy Meals

Whether you're cooking for your family, or just whipping up a quick snack for yourself, it's easy to make it healthy. So go ahead, get started and channel your inner chef.



**Topics**

- > Create a Grocery Game Plan
- > Shop Smart to Fill Your Cart
  - > Prepare Healthy Meals
    - > Kitchen timesavers
    - > Cooking for your family
    - > Tasty & low-cost recipes
- > Sample 2-Week Menus
- > Resources for Professionals



# http://whfoods.org

the world's  
**healthiest  
foods**

whfoods.org



we are #1 in the world

Search April 13-19



#### New This Week

**Amino Acids** - There are tens of thousands of unique proteins in our body, and every one is constructed from several dozen amino acids to more than 10,000!

The George Mateljan Foundation, a not-for-profit foundation with no commercial interests or advertising, is a new force for change to help make a healthier you and a healthier world.

## Over 100 Quick and Easy Recipes

**We Have Preparation and Cooking  
Times of 30 Minutes or Less**

[Send this page to a friend...](#)

RSS

f t g + 13 f Like 210



# Step 1: Create a transparency





## Step 2 & 3: Project and trace



# Step 4: Paint it!





## Step 5 & 6: Protect & display





# Logo Design



# Create an Appealing Logo



# Logo Ideas

- **Google Images SEARCH: (Type In)**
  - **Farmers market logo**
  - **Farm logo**
  - **Vintage farm logo**

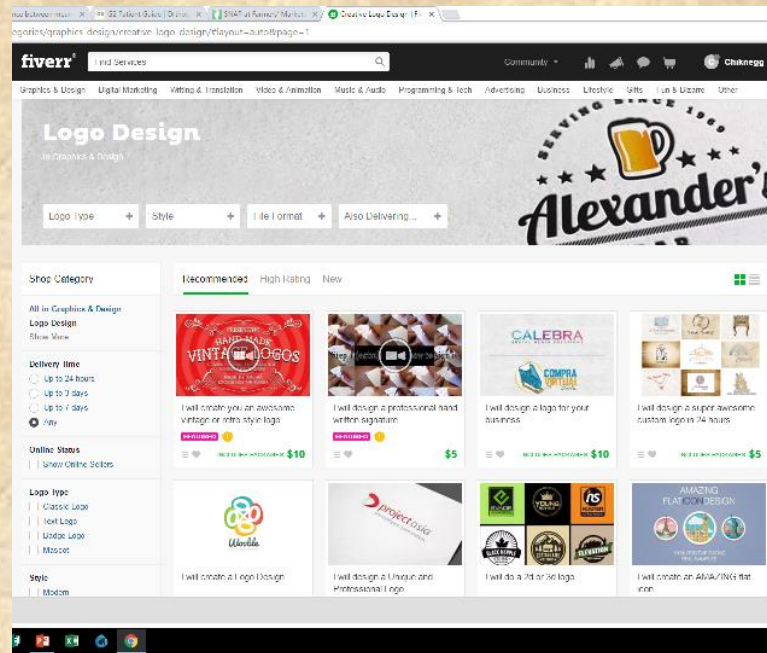






# Getting Started

- [www.Fiverr.com](http://www.Fiverr.com) is a inexpensive way to get started with a logo






# Branding

- You may need to revisit as your brand evolves

**Chikn E.G.G.**  
Educational Go Getters






**List on  
Web**



# www.localharvest.org

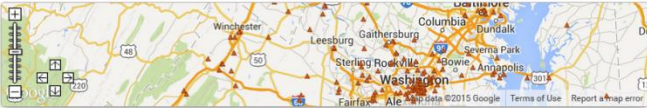
**LocalHarvest**  
Real Food, Real Farmers, Real Community™

Farmers Markets ▾ Farms, CSAs, Procs



Near: Leesburg, VA

Sign Up Log In Cart



Home Shop CSA Farms Farmers Markets Events Newsletter Photos

  
■ Farm ■ Farmers' Market ■ Restaurant ■ Grocery ■ Other



Showing page 1 of 7, for 66 listings

 **Smart Markets Reston** Reston, VA ★★★★★ 



Producer-only farmers' market featuring local meats, poultry, produce, BBQ, baked goods, prepared foods and more. [more...](#)

 **Smart Markets Oakton** Oakton, VA ★★★★★ 


Producer-only farmers' market featuring local meats, poultry, produce, BBQ, baked goods, prepared foods and more. [more...](#)


 **Smart Markets Bristow** Bristow, VA ★★★★★ 


Producer-only farmers' market featuring local meats, poultry, produce, BBQ, baked goods, prepared foods and more. [more...](#)


 **Smart Markets Manassas Park** Manassas Park, VA ★★★★★ 

Producer-only farmers' market featuring local meats, poultry, produce, BBQ, baked goods, prepared foods and more. [more...](#)

 **Leesburg Winter Farmers Market** Leesburg, VA ★★★★★

 A Saturday market run by the Loudoun Valley Homegrown Markets Cooperative. This is a producer only market that runs year round. Saturdays - year round Winter Hours 9 am to Noon Summer Hours 8 am to Noon Our mission is to promote authentic local, sustainable and organic food choices. [more...](#)

 **Leesburg Farmers' Market** Leesburg, VA ★★★★★

 A Saturday market run by the Loudoun Valley HomeGrown Cooperative. This is a producer only market that runs year round. Saturdays - year round Summer Hours 8 am to Noon Winter Hours 9 am to Noon Our mission is to promote local, sustainable and organic agriculture. [more...](#)

Shop Our Latest Deals  
**SAVE UP TO 20%**  
in the LocalHarvest Store  
[See All Deals >](#)**This Week's Best Sellers**

**Native Florida Wild Everglades Tomato Seeds**  
(From \$5.00)  
Cherry-type heirloom, sweet, real t...  
  
[BUY](#)

**Herb Plant, Chives**  
(\$3.25)  
Easy to grow perennial herb with a mild, oniony flavor...  
  
[BUY](#)

# www.vdacs.virginia.gov/vagrown

File Edit View History Bookmarks Tools Help

VDACS - Virginia Grown

vagrown.vdacs.com/default.aspx?market\_type=RFM%2C+WFM&id=6

Q Vdacs fam to school

Most Visited Getting Started Latest Headlines

Virginia.gov Online Services | Commonwealth Sites | Help | Governor

Search Virginia.gov GO

**VIRGINIA GROWN**

**VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES**

Home » Search

Enter Keyword Search

Buy Virginia Grown

Filter Region: Southeast Virginia

Farmers Markets by Region

Community Supported Agriculture (CSAs) by Region

Virginia's Finest

Media Center

Marketing Services

Contact Us

Central Virginia/Northern Neck

Northern Virginia/Shenandoah Valley

Southeast Virginia/Hampton Roads/Tidewater

Southside Virginia

Southwest Virginia

Virginia Beach/Eastern Shore

he options below

☐ Farms

☒ Farmers Markets

☐ Pick Your Own

☐ Other

Name / Description / Product

Product Name / Description

Where?

City or Zipcode Within 10 miles

Search

Print Results

E F G H I J K L M N O P Q R S T U V W X Y Z

**Chesapeake Farmers' Market**

900 Greenbrier Parkway  
Chesapeake VA 23320  
757 382-6348

More Info

**Emporia Farmers Market**

vagrown.vdacs.com/default.aspx?market\_type=RFM,\*WFM&id=6&f.html

Start Lexar (F:) master\_nutritionists\_050913 March 18-SWCD Districts by SWCD Area ... VDACS - Virginia Gro... 10:45 PM



# www.buylocalvirginia.org

File Edit View History Bookmarks Tools Help

Home - Buy Fresh Buy Loc...

https://www.buylocalvirginia.org

Most Visited Getting Started Latest Headlines

Admin

Piedmont Environmental Council

Home About Buying Local Chapters Events & Resources

## Find Local Food

I'm looking for

Farms

with the following

Please select one

★ Within

miles

★ Of

City, State or Zip

BUY FRESH BUY LOCAL

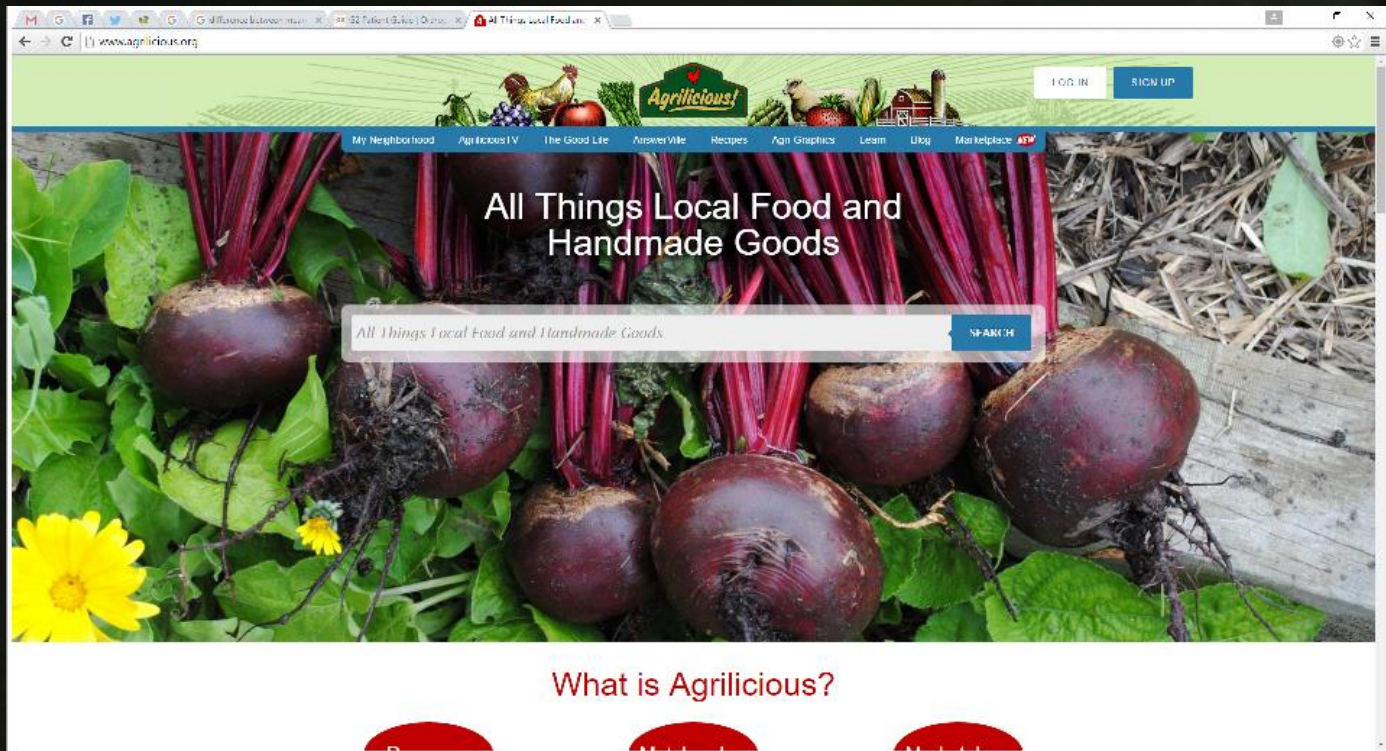
PENNSYLVANIA MARYLAND DELAWARE

WEST VIRGINIA KENTUCKY TENNESSEE NORTH CAROLINA

Shenandoah Valley Northern Piedmont Charlottesville Area Heart of Virginia South Centre Corridor Loudoun Northern Virginia Hampton Roads

Start Lexar (F:) March 18-SWCD Home - Buy Fresh Bu... 11:00 PM

<http://www.agrilicious.org/>







# Social Media

# To Tweet or Not to Tweet



- Facebook:
  - DO create a Business Page. DO NOT use your Personal Page to build your brand
  - Use Boosted Posts to increase your reach through targeted marketing.
- Twitter: Get a “Handle” and follow others. Tweet from the field!
- Pinterest: Use pictures to build your brand.
- Instagram: Popular with younger audience.



# Demographics

- Pick one platform and master it.
- Be consistent.
- Look at Insights to see who's paying attention.
- Target your posts during the times when people are online – is it 7am, 5pm, 8pm? Is it Monday through Friday, or on weekends?



# Building a Website



# Why Not WIX for Farm Webpages?



# Using WIX

- Use templates
- Get an email address that includes your farm name or the word farm
- Enable “Mobile” Optimization
- Use the Left Side Buttons (Pages)
- Select a background color & text color
- Consider your own farm “Domain” name





# Market E's

events, experiences

# Create Invitation Email List

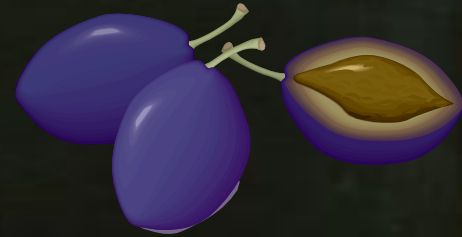
- **Special Invitations**
- **Announce Market Events**
- **Share Experiences**
- **Specific, Targeted Communication**





# Use Free Email Services

- **MailChimp:** [www.mailchimp.com](http://www.mailchimp.com)



- **Constant Contact:**

[www.constantcontact.com](http://www.constantcontact.com)

# Seasonal Opportunities

- Make sure to take advantage of the seasons by keeping your booth looking updated and fresh!
- Think Christmas in July
- Back to School Specials
- Picnic Time
- Summer Road Trips







# Payment Processing

# Set Up Credit Card Processing

- Shoppers spend on average 30% more when they can pay by credit card
- If shoppers leave to get cash the majority will not come back

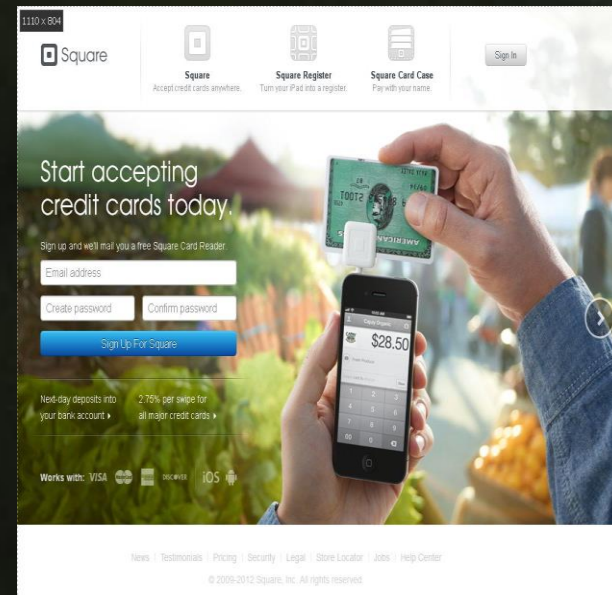


Photo Credit: <https://squareup.com/>



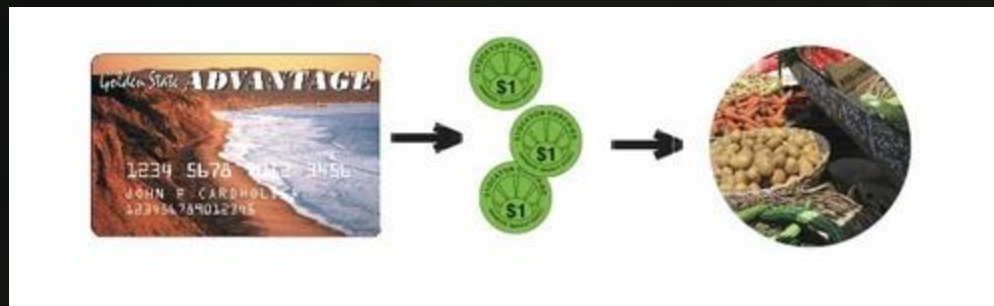
# Accepting SNAP

- Total value of SNAP redemptions at farmers' markets and food stands were \$16.6 million in 2012—a 500% increase from 2008.
- Today, there are more than 3,200 farmers' markets and stands accepting EBT cards across the country.



# Money in your Pocket

- Many markets accept SNAP at a central location.
- Customers swipe their EBT card in exchange for tokens.
- Vendors are reimbursed for tokens by the market.







# What We Covered

- Importance of Farmers Markets (FM)
- FM Consumers
- Enhancing FM Booth
- Customer Service at FM
- Serving up Nutrition Recipes at FM
- Marketing your Business
- Accepting Debit/Credit & SNAP



# THANK YOU & QUESTIONS

[manager@chiknegg.com](mailto:manager@chiknegg.com)

